

BOUNTY MUTINY OVER PAPER RECORDS

Legrand CRM provides a two-month breakeven ROI and improved sales for local management software developer

July, 2006 – Legrand Software, Australia’s leading customer relationship management (CRM) software provider, has completed the roll-out of a CRM software system for Brisbane-based hospitality management software company, Bounty Limited.

Bounty is a subsidiary of one of the world’s leading lottery organisations, Golden Casket Corporation. It provides software designed to streamline the management functions for companies in the hospitality industry, which include payroll, HR, and asset and financial management functions.

Working with Legrand partner, ZIENNA Logic, which provided initial training and ongoing technical support, Bounty selected Legrand CRM to be deployed in its Brisbane head office, as well as its branches in Melbourne and Sydney.

Previously, the company was relying on paper files for its office-based and mobile staff to track its customer and sales activity. However, these files were all stored in Bounty’s head office and could easily be misplaced. If a staff member needed to view a file on a customer, they had to contact Bounty’s head office and request the relevant file to be faxed to them. Any subsequent amendments to the customer file then needed to be recorded and faxed back to head office. With 10,000 customer interactions recorded for its 1,000 customers, the process was becoming unwieldy.

“It was a complete nightmare,” said Marc Bannon, System Administrator at Bounty Limited. “Staff had to constantly liaise with our support team at head office to get an accurate picture of customer queries such as service enquiries, upgrades and modifications. It was a costly and time-consuming process. As a result, we were losing customers because files would go missing, and we were failing to keep track of customer requests that had been discussed as little as a fortnight earlier,” he said.

Bounty looked at different CRM providers before selecting the Legrand CRM CORP edition. It enables businesses to capture and integrate information about customers and share this information across the business. The CORP edition includes features such as account and contact management capabilities, tracking of marketing campaigns

and events, enhanced sales forecasting and scalability for up to 50 users.

Bounty was also impressed with the breakeven return on investment the Legrand CRM software delivered within the first two months of its deployment.

“Once we had installed the system, our scheduling and support maintenance costs were immediately reduced. Moreover, Legrand CRM was developed from the ground up for the Australian SME and this was a major stand out for us.”

Another benefit of Legrand CRM is that is easily accessible to mobile staff on their notebook computers and seamlessly integrates with Bounty’s Outlook emails. This was particularly useful for Bounty’s mobile staff, who rely on their Blackberry devices to receive up-to-date schedules of their customer appointments and responsibilities.

“On any given day, we have at least 10 service personnel in the field. By accessing the scheduling option in the Legrand software, staff can send emails to remind our on-the-road people of their activities for the day, which are also sent on their Blackberry devices. This has not only improved productivity for our staff, but has also increased customer transparency across our business,” he said.

About ZIENNA Logic

ZIENNA Logic is a Sydney CBD-based business is a business solutions specialist providing information sharing solutions to mid-enterprise businesses. Visit <http://www.zienna.com.au>

